



WEWS

# ORDER

Print Date 10/22/12

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Flight Dates **10/15/12-10/23/12**

Contract / Revision      **314528 /**

Original Date / Revision  
10/11/12    10/22/12

Advertiser **Mandel / Republican / US Se**

Agency    **Strategic Media Placement**

Buying Contact

**7669 Stagers Loop  
Delaware, OH 43015**

Product

**OH US SEN JOSH MANDEL 10.13-1**

Agency Com    15%

Billing Contact

**7669 Stagers Loop  
Delaware, OH 43015**

Sales Office    WEWSL

Sales Region   LOC

Agency Ref

Order Sep      00:30:00

Estimate #      **2897**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 24525

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	40	\$20,846.25	\$24,525.00	0.00
<b>Totals</b>	<b>40</b>	<b>\$20,846.25</b>	<b>\$24,525.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/23/12	40	\$20,846.25	\$24,525.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/15/12	10/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWTF--			5		\$650.00		0.00				
Week:		10/22/12	10/28/12	MT-----			2		\$650.00		0.00				
N 2	WEWS	10/15/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00



**WEWS**

Print Date: 10/22/12

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Contract / Revision      **314528**      Flight Dates **10/15/12-10/23/12**

Hiatus Dates

Original Date / Revision   10/11/12/   10/22/12

Order Sep   00:30:00

Advertiser   **Mandel / Republican / US S**   Product **OH US SEN JOSH MANDEL**   Estimate #   **2897**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/15/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5				\$650.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 3	WEWS	10/15/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	MT-----		1				\$275.00		0.00			
N 4	WEWS	10/15/12	10/23/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		1				\$350.00		0.00			
	Week:	10/22/12	10/28/12	MT-----		1				\$350.00		0.00			
N 5	WEWS	10/15/12	10/23/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$1,000.00		0.00			
	Week:	10/22/12	10/28/12	MT-----		1				\$1,000.00		0.00			
N 6	WEWS	10/15/12	10/23/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$650.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 7	WEWS	10/15/12	10/23/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	MT-----		1				\$200.00		0.00			
N 8	WEWS	10/15/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$1,000.00		0.00			
	Week:	10/22/12	10/28/12	MT-----		1				\$1,000.00		0.00			
N 9	WEWS	10/15/12	10/23/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$225.00		0.00			
	Week:	10/22/12	10/28/12	MT-----		1				\$225.00		0.00			
N 10	WEWS	10/15/12	10/23/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5				\$300.00		0.00			
	Week:	10/22/12	10/28/12	MT-----		2				\$300.00		0.00			
N 11	WEWS	10/15/12	10/23/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$1,200.00		0.00			
	Week:	10/22/12	10/28/12	MT-----		1				\$1,200.00		0.00			
Totals														40	\$24,525.00